The Impact of Globalization and Technology on the English Language

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Starter

English Language - Statistics

- The most widely spoken languages (as first language) world wide:
  1. Chinese
  2. Spanish
  3. English
  4. Arabic
  5. Hindi

  *based on information in Ethnologue (website)

English Language - Statistics

- The most widely spoken languages (both native and non-native) world wide:
  1. English
  2. Chinese
  3. Hindi
  4. Spanish
  5. French

  *based on information in Ethnologue (website)

Globalization

The World is Flat – Thomas L. Friedman (2005)

"level playing field"

Dell Theory of Conflict Prevention

English as a Global Language

David Graddol, a linguist, in his book, *English Next: Why Global English May Mean the End of 'English as a Foreign Language'*, predicted in the year 2006 that there could be two billion new speakers of English in the next ten years.

Based on figures reported in Babbel Magazine, there are more than 1.5 billion people who speak English out of the total population of 8 billion (nearly 20 percent)

The Tower of Babel

One world, one language

Do you agree?

One world, one language

Globish – Jean Paul Nerriere, former VP of IBM

1500 words

Harvard Business School – Case Study

- Rakuten – Japan's largest online retailer – Viber
- English – Official language since 2012
- Hiroshi Mikitani (CEO) – Mandate

Impact of the Mandate
- Rakuten now in 29 countries

Native vs Non-native

- Only 4 percent of conversations involve only native speakers – the rest involves at least one non-native speaker

- Localization and indigenization of English have produced a variety of **World Englishes** (death of EFL)

Native vs Non-native

- **EFL** paves way to **ELF**
- English as a Lingua Franca – the use of the English language as a common means of communication for speakers of different first languages - focus on **intelligibility**

Multilingualism

- To make democracy work, it is important that people can use their own language
- European Union has 23 official languages – role of translators and interpreters

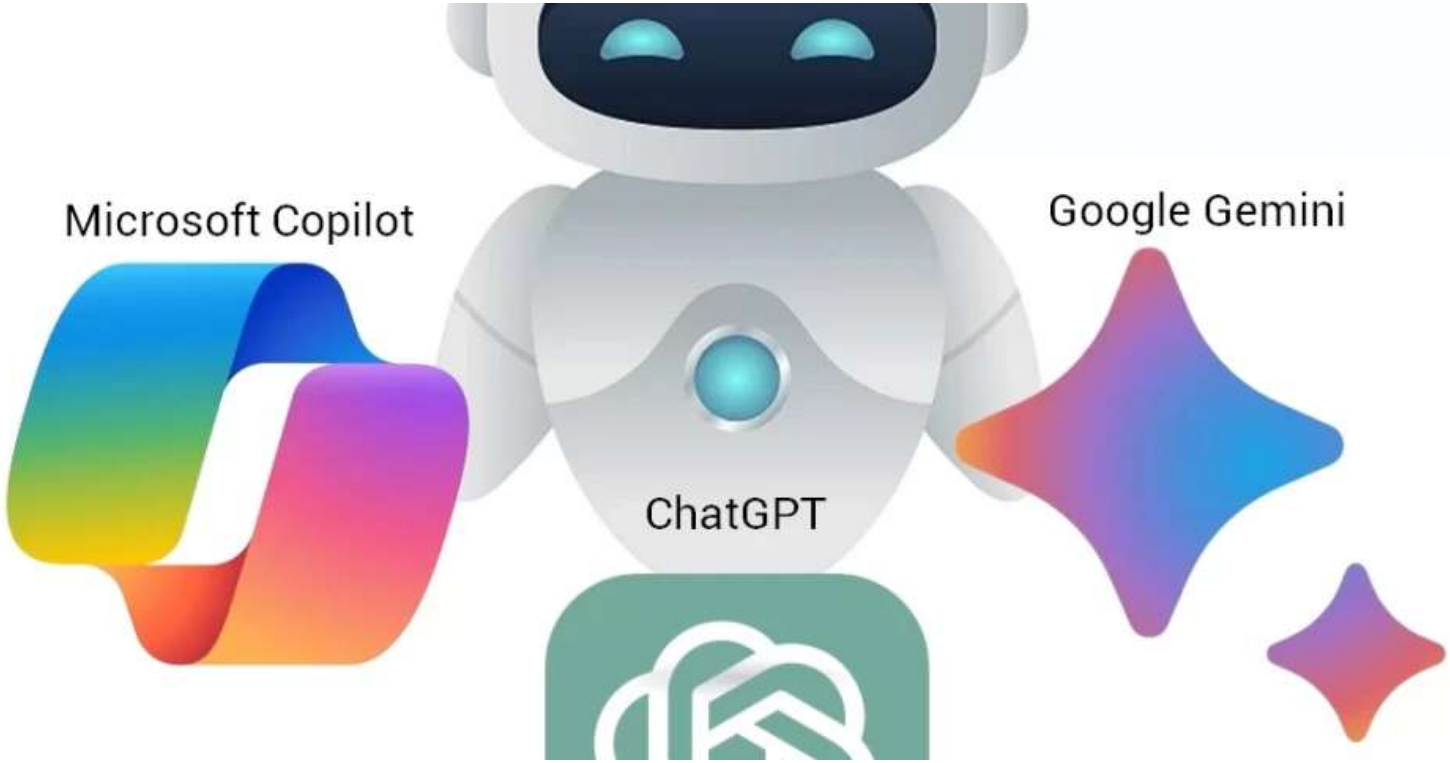
Role of Technology

- Print
- Radio
- Television
- Movie
- Telephone
- Mobile phone
- Internet
- Social Media

Role of Technology

- Technology creates a "level playing field"
- Google Translate (Machine Translation)

AI



Key Takeaways

- English as a Lingua Franca (not ESL / EFL)
- Focus on intelligibility
- Promote multilingualism
- Use technology to create a “level playing field”

References

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Thank you

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